LEWIS E. LYON
REGINALD E. CAUGHEY
CHARLES G. LYON
JOHN B. YOUNG
RICHARD E. LYON
R. DOUGLAS LYON
ROLAND N. SMOOT
CONRAD R. SOLUM, JR.
JAMES W. GERIAK
ROBERT M. TAYLOR, JR.

LLOYD SPENCER
FRANK E. MAURITZ
ROBERT E. LYON
JAMES J. SHORT
SAMUEL B. STONE
DOUGLAS E. OLSON
JAMES L. LYON
ROBERT C. WEISS
EDGAR W. AVERILL, JR.
THOMAS D. KILEY

LAW OFFICES
LYON & LYON
PATENTS AND TRADEMARKS
811 WEST SEVENTH STREET
LOS ANGELES 90017

TELEPHONE
624-3901 AREA CODE 213

Attorneys

June 30, 1970

Mr. Joseph F. Cullman, III
Chairman, Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

This is in response to your advertisement of May 1, 1970 as it appeared in the Los Angeles Times. The import I glean from this advertisement is that the Tobacco Institute, Inc. does not consider smoking to be hazardous to ones health.

I started smoking at approximately 16 years of age and with insignificant exceptions have averaged between two and three packages a day since that time. I have been loyal to Chesterfield cigarettes, either out of habit or otherwise. The publications of the American Cancer Society and the conflicting views of the Tobacco Institute instill in me doubt as to the advisability of continued use of the products of the Tobacco Institute.

To alleviate that doubt, would you please provide me with the assurances of the Tobacco Institute that my continued use of cigarettes will not cause either cardiovascular distress or carcinoma?

Very truly yours,

Roland N. Smoot

RNS:vb

1005133850

Source: https://www.industrydocuments.ucsf.edu/docs/srwh0000